

**THAT WHICH IS CLAIMED:**

1. A method for providing customizable multimedia messages over a television system to a communications terminal for presentation to a user, comprising:

5 creating a message configuration;

creating a message request for presenting message content to a user according to the message configuration, wherein the message request includes the message content and a message configuration expression; and

10 sending the request to the communications terminal over the television system.

112<sup>202</sup> 2. The method of Claim 1, wherein the step of creating the request includes a step of including a message configuration expression that comprises the message configuration.

15 3. The method of Claim 1, wherein the step of creating a request includes a step of including a message configuration expression that comprises a location reference to the message configuration.

20 4. The method of Claim 3, further including delivering the message configuration to the communications terminal from a location associated with the location reference.

25 5. The method of Claim 3, further including delivering the message configuration to the communications terminal prior to the step of sending the request.

6. The method of Claim 1, wherein the step of creating the request includes creating textual content as at least a portion of the message content.

30 7. The method of Claim 1, wherein the step of creating the request includes creating audio content as at least a portion of the message content.

8. The method of Claim 1, wherein the step of creating the request includes creating graphical image content as at least a portion of the message content.

5 9. The method of Claim 1, wherein the step of creating a request includes message creating content selected from the group consisting of a banner, sprite, ticker tape, barker and an animated clip.

10 10. The method of Claim 1, wherein the step of creating the request message configuration includes providing a force interface device on command for presentation of the message content.

15 11. The method of Claim 1, wherein the step of creating the message configuration includes providing a relative positioning of the message content on a display device.

12. The method of Claim 1, wherein the step of creating the message configuration includes providing an originator identifier.

13. A method for receiving customizable multimedia messages over a television system at a communications terminal for presentation to a user, comprising:

receiving a request at a communications terminal for presenting message content to a user according to a message configuration, wherein the request includes the message content  
5 and a message configuration expression; and

presenting the message content to a user according to the message configuration by the communications terminal.

14. The method of Claim 13, further comprising retrieving the message  
10 configuration from a remote location utilizing the message configuration expression, wherein the message configuration expression comprises a location reference.

15. The method of Claim 13, wherein the step of presenting the message content includes presenting the message content according to the message configuration expression,  
15 wherein the message configuration expression comprises the message configuration.

16. The method of Claim 13, wherein the step of presenting the message content includes presenting message content selected from the group consisting of a banner, sprite, ticker tape, barker and an animated clip.  
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17. The method of Claim 13, wherein the step of presenting the message content includes forcing an interface device on for presentation of the message content.

18. The method of Claim 13, wherein the step of presenting the message content  
25 includes presenting the message content at a pre-selected position on a display device.

19. The method of Claim 13, wherein the step of presenting the message content includes displaying a representation of an originator of the request.

20. A system for providing customizable multimedia messages over a television system to a communications terminal for presentation to a user, comprising:

a multimedia messaging server that receives a message configuration and associated message content for presentation to a user according to the message configuration, and  
5 generates a request including the message content and a message configuration expression for delivery over a television system to a communications terminal associated with the user; and

a multimedia messaging client that receives the request and associates the message content and the message configuration for presentation of the message content according to  
10 the message configuration.

21. The system of Claim 20, wherein the message configuration expression comprises a location reference that is utilized by the multimedia messaging client in retrieving the message configuration for use in presenting the message content by the  
15 communications terminal.

22. The system of Claim 20, wherein the message configuration expression comprises the message configuration for use in presenting the message content by the communication terminal.  
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23. The system of Claim 20, further comprising a database of message configurations, the database accessible by the multimedia server.

24. The system of Claim 20, wherein the multimedia messaging client includes a  
25 client application and a configuration manager, wherein the configuration manager provides the client application with the message configuration associated with the message content.

25. A system for delivery of multimedia messages, comprising:  
a multimedia messaging server;  
a database of predefined message configurations that are accessible by the multimedia  
messaging server; and

5 an application server that generates message content and delivers the message content  
to the multimedia server, which in response thereto, generates a request that comprises the  
message content and a message configuration expression.

26. The system of Claim 25, wherein the message configuration expression  
10 comprises a location reference.

27. The system of Claim 25, wherein the message configuration expression  
comprises the message configuration.